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AMENDMENTS

Amendments to the claims

1. (currently amended) A closed loop system for delivering information obtained from an information content source to a playback device, comprising:
- a mobile-content server comprising:
 - an information content source interface;
 - a playback device interface; and
 - a server application operating on the mobile-content server and enabling the mobile-content server to be operative to:
 - receive user information;
 - obtain content programming information via the information content source interface, the content programming information being based at least in part on the user information and including a plurality of content segments with at least one of the plurality of content segments including at least one sub-segment;
 - deliver the content programming information to the playback device via the playback device interface; and
 - receive response information from the playback device via the playback device interface.
2. (previously presented) The closed loop system of claim 1, wherein the response information includes a time-stamp.
3. (currently amended) The closed loop system of claim 1, wherein the response information is associated with a particular sub-segment of a content segment portion of the content programming information and the response information solicits various actions based on which sub-segment within the content segment with which it is associated.
4. (currently amended) The closed loop system of claim ~~1~~3, wherein the mobile-content server further comprises an advertising database for storing advertisement segments.
5. (previously presented) The closed loop system of claim 4, wherein the mobile-content server is further operative to deliver selected advertisement segments to the playback device via the playback device interface, the selected advertisement segments being selected from the advertising database.
6. (currently amended) The closed loop system of claim 5, wherein the selected advertisement segments include at least one sub-segment and the response information from the playback device is associated with a sub-segment of the selected advertising segment and

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when the response is associated with at least one sub-segment of an advertisement segment,
the response indicates an intent to make a purchase.

7. (previously presented) The closed loop system of claim 4, wherein the mobile-content server selects the advertisement segments from the advertising database based, at least in part, on the user information.

8. (currently amended) The closed loop system of claim 4, wherein the response information from the playback device is associated with a particular sub-segment of a particular content segment~~portion~~ of the content programming information.

9. (canceled)

10. (currently amended) The closed loop system of claim ~~4~~8, wherein the user information comprises preference information comprising specific content request and content categories.

11. (previously presented) The closed loop system of claim 1, wherein the playback device comprises:

a memory storage unit;

an information content source interface;

a mobile-content server interface; and

a processing unit coupled to the memory storage unit, the information content source interface and the mobile-content server interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

enable the information content source interface in accordance with the content programming information;

receive information content from an information content source via the information content source interface; and

store the information content into the memory storage unit.

12-19 (canceled)

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20. (previously presented) The closed loop system of claim 1, wherein the playback device comprises:

a memory storage unit;

an information content source interface;

a mobile-content server interface;

an audio output;

a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

enable the information content source interface in accordance with the content programming information;

receive information content transmitted content from an information content source via the information content source interface; and

provide the information content to the audio output.

21-23 (canceled)

24. (currently amended) The closed loop system of claim ~~23~~20, wherein the information content source interface is a tunable receiver and the content programming information comprises an information content source identifier and a time-stamp and the playback device is operative to enable the information content source interface by tuning to a channel associated with the information content source identifier at the time identified by the time-stamp.

25. The closed loop system of claim 20, wherein the information content source interface is a tunable receiver and the content programming information comprises an information content source identifier and a time-stamp and the playback device is operative to enable the information content source interface by tuning the tunable receiver to a channel associated with the information content source identifier at the time identified by the time-stamp.

26 - 27 (canceled)

28. (previously presented) The closed loop system of claim 20, wherein the information content source interface is a cellular receiver and the content programming information comprises a telephone number and a time-stamp, and the playback device is operative to enable the information content source interface by initiating a call to the telephone number at the time identified by the time-stamp.

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29 – 30 (canceled)

31. (previously presented) The closed loop system of claim 20, wherein the information content source interface is a cellular receiver and the content programming information comprises a time-stamp, and the playback device is operative to enable the information content source interface by accepting an incoming call at the time identified by the time-stamp.

32. (previously presented) The closed loop system of claim 31, wherein the information content is received by the playback device in raw form.

33. (previously presented) The closed loop system of claim 31, wherein the information content is received by the playback device in content segment form.

34. (previously presented) The closed loop system of claim 20, wherein the information content source interface is a tunable receiver and the content programming information comprises an information content source identifier, a time-stamp and a time duration, and the playback device is operative to enable the information content source interface by tuning to a channel associated with the information content source identifier at the time identified by the time-stamp, and the playback device is operative to receive information content transmitted from the information source for the time duration.

35-41 (canceled)

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42. (currently amended) A playback device comprising:

a memory storage unit;

an information content source interface;

a mobile-content server interface;

a processing unit coupled to the memory storage unit, the information content source interface and the mobile-content server interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

receive content programming information via the mobile-content server interface;

enable the information content source interface in accordance with the content programming information;

receive information content from the information content source via the information content source interface;

convert information content into one or more content segments, and
convert at least one content segment into at least one sub-segment.

store the information content into the memory storage unit; and

provide response information to the mobile-content server interface.

43. (canceled)

44. (currently amended) The playback device of claim 42, wherein the playback device is further operative to receive an advertisement segment via the mobile-content server interface, and wherein the processing unit of playback device, prior to storing the information content into the memory storage unit, is further operative to:

convert the information content into one or more content segments;

convert at least one content segment into at least one sub-segment; and

interleave the advertisement segment with the one or more content segments.

45. (previously presented) The playback device of claim 42, wherein the information content source interface is a tunable receiver and the content programming information comprises an information content source identifier and a time-stamp and the playback device is operative to enable the information content source interface by tuning to a channel associated with the information content source identifier at the time identified by the time-stamp.

46. (previously presented) The playback device of claim 42, wherein the information content source interface is a cellular receiver.

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47. (previously presented) The playback device of claim 46, wherein the information content is received by the playback device in raw form.

48. (previously presented) The playback device of claim 46, wherein the information content is received by the playback device in content segment form.

49. (previously presented) The playback device of claim 42, wherein the information content source interface is a cellular receiver and the content programming information comprises a telephone number and a time-stamp, and the playback device is operative to enable the information content source interface by initiating a call to the telephone number at the time identified by the time-stamp.

50. (previously presented) The playback device of claim 49, wherein the information content is received by the playback device in raw form.

51. (previously presented) The playback device of claim 49, wherein the information content is received by the playback device in content segment form.

52. (previously presented) The playback device of claim 42, further comprising an audio interface coupled to the processing unit, and the processing unit is further operative to:

read the information content from the memory storage unit; and
provide the information content to the audio interface.

53. (currently amended) The playback device of claim 42, further comprising a response generator interface coupled to the processing unit, and the processing unit is operative to provide response information by being operative to:

detect a signal on the response generator interface;
create a response based, at least in part, on the detected signal;
correlate the response to a presently active content segment or sub-segment;

and

provide the response to the mobile-content interface.

54. (currently amended) The playback device of claim 42, further comprising an audio interface and a response generator interface, both coupled to the processing unit, and the processing unit is further operative to:

read the information content from the memory storage unit; and
provide the information content to the audio interface; and
the processing unit is operative to provide response information by being

operative to:

detect a signal on the response generator interface;

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create a response based at least in part on the detected signal;

correlate the response to a currently active content segment or sub-segment;

and

provide the response to the mobile-content interface.

55. (previously presented) The playback device of claim 54, wherein the response generator interface is a user actuated key.

56. (previously presented) The playback device of claim 54, wherein the response generator interface is a user actuated programmable key.

57. (previously presented) The playback device of claim 54, wherein the response generator interface is a voice activated receiver.

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58. A playback device comprising:

a memory storage unit;

an information content source interface;

a mobile-content server interface;

an audio output;

a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

enable the information content source interface in accordance with the content programming information;

receive information content via the information content source interface, the information content including entertainment content and advertising content;

if the received information content is not divided into content segments and sub-segments, convert the information content into content segments and sub-segments;
and

provide the information content to the audio output, the sub-segment of the information content being provided to the audio output being the currently active sub-segment; and

a response generator interface coupled to the processing unit, and the processing unit is operative to provide response information by being operative to:

detect a signal on the response generator interface;

create a response based, at least in part, on the detected signal;

correlate the response to the currently active content segment and sub-segment; and

provide the response to the mobile-content interface.

59-79 (canceled)

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80. A playback device comprising:

a memory storage unit;
an information content source interface;
an audio interface
a user interface; and

a processing unit coupled to the memory storage unit, the user interface, the audio interface and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

~~receive content programming information via the user interface;~~
~~enable the information content source interface in accordance with the~~
~~content programming information;~~

receive information content via the information content source interface, the information content being divided into a plurality of content segments with at least one content segment including at least one sub-segment;

provide the information content to the audio output;

a response generator interface coupled to the processing unit, and the processing unit is operative to provide response information by being operative to:

detect a signal on the response generator interface;

create a response based, at least in part, on the detected signal;

correlate the response to the currently active content segment and sub-segment; and

provide the response to the mobile-content interface.

81-88 (canceled)

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89. (currently amended) A playback device comprising:

- a memory storage unit;
- an information content source interface;
- a user interface; and
- a processing unit coupled to the memory storage unit, the user interface and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:
 - in response to instructions received via the user interface, enable the information content source interface;
 - receive at least one selection menu via the information content source interface;
 - receive a content selection via the user interface, the content selection being associated with at least one item on the at least one selection menu;
 - provide an indicator of the content selection to the information content source interface;
 - receive information content via the information content source interface, the information content being associated with the content selection;
 - if the received information content is not organized as content segments and sub-segments, convert the information content to content segments and each content segment to at least one sub-segment; and
 - store the information content into the memory storage unit.

90. (currently amended) The playback device of claim 89, further comprising an audio interface and a response generator interface and the processing unit is further operative to:

- read the information content from the memory storage unit;
- provide the information content to the audio interface;
- detect a response signal on the response generator interface; and
- associate the response signal with the ~~information content~~ currently active sub-segment being provided to the audio interface.

91. (previously presented). The playback device of claim 90, wherein the processing unit is further operative to provide the response signal to the information content source interface.

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92. (previously presented) The playback device of claim 90, wherein the at least one selection menu is an audio menu and the processing unit provides the at least one selection menu to the audio interface.

93. (previously presented) The playback device of claim 92, wherein the user interface includes a display device, the at least one selection menu is a displayable menu and the processing unit provides the at least one selection menu to the display device.

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94. (currently amended) A playback device comprising:

- a memory storage unit;
- an information content source interface;
- an audio interface;
- a user interface; and
- a processing unit coupled to the memory storage unit, the user interface, the audio interface and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:
 - in response to instructions received via the user interface, enable the information content source interface;
 - receive at least one selection menu via the information content source interface;
 - receive a content selection via the user interface, the content selection being associated with at least one item on the at least one selection menu;
 - provide an indicator of the content selection to the information content source interface;
 - receive information content via the information content source interface, the information content being associated with the content selection and being organized as a plurality of content segments, at least one of which includes one or more sub-segments; and
 - provide the information content to the audio interface;

a response generator interface and the processing unit is further operative to:
detect a response signal on the response generator interface; and
associate the response signal with the information content currently being provided to the audio interface.

95. (canceled)

96. (currently amended) The playback device of claim 95~~94~~, wherein the processing unit is further operative to provide the response signal to the information content source interface.

97. (previously presented) The playback device of claim 94, wherein the at least one selection menu is an audio menu and the processing unit provides the at least one selection menu to the audio interface.

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98. (previously presented) The playback device of claim 94, wherein the user interface includes a display device, the at least one selection menu is a displayable menu and the processing unit provides the at least one selection menu to the display device.
